REMARKS/ARGUMENTS

Favorable reconsideration of this application, as presently amended and in light of the following discussion is respectfully requested.

Claims 1-9, 25 and 29 are pending in the present application, Claims 1, 25 and 29 having been amended. The changes and additions to the claims do not add new matter and are supported by the originally filed specification, for example, on page 30, line 29 to page 31, line 28; page 34, line 25 to page 36, line 6; and Figs. 7 and 8.

In the outstanding Office Action, Claims 1, 25, and 29 were rejected under 35 U.S.C. §103(a) as being unpatentable over Wu et al. (U.S. Pub. No. 2002/0174436, hereafter "Wu") in view of Paul et al. (U.S. Pub. No. 2003/0172108, hereafter "Paul"), Matsumoto (U.S. Pub. No. 2002/0188461), Kuno et al. (U.S. Patent No. 6,378,031, hereafter "Kuno"), and Harada et al. (U.S. Pub. No. 2002/0120927, hereafter "Harada"); Claims 2-3 were rejected under 35 U.S.C. §103(a) as being unpatentable over Wu, Paul, Matsumoto, Kuno, Harada, and Maritzen et al. (U.S. Pub. No. 2002/0026419, hereafter "Maritzen"); Claims 4-5 were rejected under 35 U.S.C. §103(a) as being unpatentable over Wu, Paul, Matsumoto, Kuno, Harada, and Leonard et al. (U.S. Pub. No. 2002/0046109, hereafter "Leonard"); Claims 6-8 were rejected under 35 U.S.C. §103(a) as being unpatentable over Wu, Paul, Matsumoto, Kuno, Harada, Maritzen, and Giuliani et al. (U.S. Patent No. 5,974,399, hereafter "Giuliani"); and Claim 9 is rejected under 35 U.S.C. §103(a) as being unpatentable over Wu, Paul, Matsumoto, Kuno, Harada, Maritzen, Giuliani, and Leonard.

With respect to the rejection of Claim 1 under 35 U.S.C. §103(a), Applicants respectfully submit that the present amendment to Claim 1 overcomes this ground of rejection. Amended Claim 1 recites, *inter alia*,

> a transmitter configured to transmit request information continuously at a particular interval, the request information requesting related information related

> to a song currently being played in a broadcast program being received and including at least one of a song title of the song or an artist name of an artist of the song;
>
> a receiver configured to receive the related information corresponding to the request information, the related information including the song title, the artist name, and an album number corresponding to the song, and to receive an identification code indicative of a right to receive a particular service upon purchase of a content as a response to the transmitted request, wherein the particular service is related to the broadcast program being received and the identification code includes an issuer of the identification code, a purpose of the identification code, a location at which the identification code can be used to receive the particular service, an expiration date of the identification code and a code identifier corresponding to the identification code, wherein the identification code is associated with a predetermined total time period of the broadcast program during which a plurality of songs are played, including the song currently being played, such that the identification code is the same for the related information received for all songs played during the broadcast program;
>
> a memory configured to store the related information and the identification code which have been received along with time information indicating when the related information and the identification code were stored and a memory location identifying a location at which the song corresponding to both the related information and the identification code is stored; and
>
> a display configured to continuously display the related information last received such that the displayed related information corresponds to the song currently being played until another song is played and the related information is updated.

Wu is directed to a system for providing on demand responses to consumer impulses produced by a demand stimulus. Fig. 1 of Wu show a system wherein a consumer 11 interactively communicates with a real time inquiry response system (RTIRS) 13 which has a content database 17 containing consumer inquiry information data for multiple categories of inquiries (blocks 17a-c). (See para. [0026]). Wu describes, for instance, that when an inquiry

is received from the consumer 11 which is related to a broadcast song heard by the consumer on the radio or TV, the RTIRS causes the system to respond to the consumer by accessing data, including stored demand stimulus responses, from the category #1 of the consumer inquiry database (see para. [0027]). Wu also describes that the demand stimulus responses might further include coupons, including electronic or physical coupons sent to the consumer such as by e-mail or mail (see paras. [0037] and [0050]).

The Office Action takes the position that the coupon described in Wu corresponds to the claimed "identification code" of Claim 1. (See Office Action, at page 3).

However, the coupon is merely described as a coupon that is sent to the consumer as a "demand stimulus response" in response to a specific inquiry from a consumer. Wu does not describe that the coupon is associated with a predetermined total time period of a broadcast program during which a plurality of songs are played, including the song currently being played, such that the coupon is the same for the related information received for all songs played during the broadcast program.

Furthermore, amended Claim 1 recites "a display configured to continuously display the related information last received such that the displayed related information corresponds to the song currently being played until another song is played and the related information is updated." The Office Action previously cited to a "display" in Fig. 8 of Wu and stated that "the consumer system is a personal computer or set top box which receives emails, known in the art to contain a display to display the contents of the email." However, amended Claim 1 is not merely reciting a display that displays e-mail, and Wu does not disclose or suggest "a display configured to continuously display the related information last received such that the displayed related information corresponds to the song currently being played until another song is played and the related information is updated," as required by amended Claim 1.

Paul, Matsumoto, Kuno, Harada, Maritzen, Giuliani, and Leonard have been considered, but fail to remedy all of the deficiencies of Wu with regard to amended Claim 1.

Furthermore, Applicants note that Pocock et al. (U.S. Patent No. 5,014,125, hereafter "Pocock") was cited in the Office Action dated March 12, 2010 to disclose features of previous Claim 11, which contains some features similar to those of amended Claim 1. In particular, Claim 11 recited "wherein the transmitter is configured to transmit one identical information code as the identification code during a particular time band." The Office Action cited to col. 17, lines 3-14 of Pocock, which describes that in a television system, it is desirable to provide all viewers who are watching a particular commercial with a coupon for a discount on the product being advertised. This is achieved by encoding the vertical blanking frames of the commercial with instructions pertaining to the distribution of the coupons. Thus, the Office Action interpreted the time during which the commercial is being broadcast as corresponding to the "particular time band" of Claim 11. (See page 14 of Office Action dated March 12, 2010).

However, amended Claim 1 clarifies that "the identification code is associated with ***a predetermined total time period of the broadcast program during which a plurality of songs are played***, including the song currently being played, such that the identification code is the same for the related information received for all songs played during the broadcast program." The time of a commercial is different than total time period of a broadcast program during which a plurality of songs are played. Even if a commercial in Pocock is equated with a "song" in Claim 1, then Pocock still does not disclose that for a broadcast program which contains multiple commercials, there is one coupon (as an identification code) associated with the whole time period of the broadcast program. In other words, during a single commercial break of Pocock, there may be multiple different commercials for different products, and each of them would have a separate coupon associated with them.

Therefore, Pocock does not disclose or suggest "the identification code is associated with a predetermined total time period of the broadcast program during which a plurality of songs are played, including the song currently being played, such that the identification code is the same for the related information received for all songs played during the broadcast program," as required by amended Claim 1.

Therefore, Applicants respectfully submit that amended Claim 1 (and all associated dependent claims) patentably distinguishes over Wu, Paul, Matsumoto, Kuno, Harada, Maritzen, Giuliani, Leonard, and Pocock, either alone or in proper combination.

Amended independent Claims 25 and 29 recite features similar to those of amended Claim 1 discussed above. Therefore, Applicants respectfully submit that amended Claims 25 and 29 patentably distinguish over Wu, Paul, Matsumoto, Kuno, Harada, Maritzen, Giuliani, Leonard, and Pocock, either alone or in proper combination.

Consequently, in light of the above discussion and in view of the present amendment, the outstanding grounds for rejection are believed to have been overcome. The present application is believed to be in condition for formal allowance. An early and favorable action to that effect is respectfully requested. Furthermore, the examiner is kindly invited to contact the Applicants' undersigned representative at the phone number below to resolve any outstanding issues.

Respectfully submitted,

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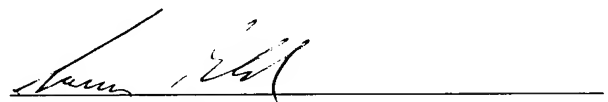

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